

### Amendments to the Claims

1. (Cancelled)
2. (Previously presented) A computer readable medium having stored therein instructions for causing a central processing unit to execute the method of Claim 4.
3. (Previously presented) The method of Claim 4 wherein the associating step comprises the steps of:
  - ascertaining a zone layer for the service identifier, wherein the zone layer is a categorization of zones for the service identifier;
  - selecting a zone from the zone layer, wherein the zone corresponds to the position of the mobile station; and
  - determining the provider-defined region that encompasses the zone.
4. (Previously presented) A method for providing location based information to a mobile station in communication with a cellular wireless system, the method comprising the steps of:
  - receiving a position of the mobile station and a service identifier, wherein the service identifier is associated with a service;
  - associating a provider-defined region with the position of the mobile station and with the service identifier; and
  - retrieving the location based information, wherein the location based information is associated with the provider-defined region;

wherein the receiving step comprises the steps of:

associating a level of granularity with the service identifier; and

based on the service identifier, instructing the cellular wireless system to determine the position of the mobile station at the associated level of granularity.

5. (Original) The method of Claim 4 wherein the instructing step comprises the steps of:

determining whether the level of granularity is a low level of granularity; and

when the level of granularity is the low level of granularity, assigning a cell identifier as the position of the mobile station.

6. (Original) The method of Claim 4 wherein the instructing step comprises the steps of:

determining whether the level of granularity is a high level of granularity; and

when the level of granularity is the high level of granularity, instructing position determining equipment to provide the position of the mobile station.

7. (Currently amended) The method of Claim 4 wherein the receiving step comprises the step of:

receiving global positioning system coordinates from the mobile station, wherein the coordinates represent the position of the mobile station-system.

8. (Previously presented) The method of Claim 4 wherein the determining step comprises the steps of:

mapping the provider-defined region to a universal resource locator;

transmitting a request for the location based information to the universal resource locator;

and

receiving a response containing the location based information from the universal resource locator.

9. (Currently amended) A method for providing location based information to a mobile station in communication with a cellular wireless system, the method comprising the steps of:

receiving a position of the mobile station and a service identifier;

associating a provider-defined region with the position of the mobile station and with the service identifier; and

retrieving the location based information, wherein the location based information is associated with the provider-defined region;

wherein the receiving step comprises the steps of:

associating a level of granularity with the service identifier; and

based on the service identifier, instructing the cellular wireless system to determine the position of the mobile station at the associated level of granularity;

wherein the determining step comprises the steps of:

mapping the provider-defined region to a universal resource locator;

transmitting a request for the location based information to the universal resource locator;

receiving a response containing the location based information from the universal resource locator;

associating a surrogate identifier with the mobile station, wherein the request includes the surrogate identifier but no other identifier for the mobile station;

determining whether the response contains the surrogate identifier; and

when the response contains the surrogate identifier, associating the location based information with the mobile station.

10. (Previously presented) The method of Claim 4 wherein the determining step comprises the step of:

reading the location based information from a database entry, wherein the database entry is associated with the provider-defined region.

11. (Previously presented) The method of Claim 4 further comprising the step of:

providing the location based information associated with the provider-defined region to the mobile station.

12. (Previously presented) A system for providing location based information to a mobile station in communication with a cellular wireless system, comprising:

a switch;

position determining equipment; and  
a computer connected to the switch and to the position determining equipment, wherein  
the computer runs a program that performs the steps of:

receiving a request for the location based information from the switch, wherein  
the request includes a service identifier, and wherein the service identifier is associated  
with a service;

associating a level of granularity with the service identifier;

based on the service identifier, instructing the cellular wireless system to  
determine the position of the mobile station at the associated level of granularity;

obtaining a position of the mobile station from the position determining  
equipment;

associating a provider-defined region with the position of the mobile station and  
with the service identifier;

retrieving the location based information associated with the provider-defined  
region; and

providing the location based information to the switch for forwarding to the  
mobile station.

13. (Previously presented) A method for providing location based information  
to a mobile station in communication with a cellular wireless system, the method comprising the  
steps of:

receiving a service identifier, wherein the service identifier is associated with a service;

associating a level of granularity with the service identifier;

instructing the cellular wireless system to determine a position of the mobile station at the associated level of granularity;

associating a zone layer with the service identifier, wherein the zone layer is a categorization of zones for the service identifier;

selecting a zone from the zone layer, wherein the zone corresponds to the position of the mobile station;

determining a provider-defined region that encompasses the zone;

mapping the provider-defined region to a universal resource locator;

transmitting a request for the location based information to the universal resource locator;

receiving a response containing the location based information from the universal resource locator; and

providing the location based information to the mobile station.

14. (Original) A computer readable medium having stored therein instructions for causing a central processing unit to execute the method of Claim 13.

15. (Previously presented) The method of Claim 8 further comprising the steps of:

associating a surrogate identifier with the mobile station, wherein the request includes the surrogate identifier but no other identifier for the mobile station;

determining whether the response contains the surrogate identifier; and

when the response contains the surrogate identifier, associating the location based information with the mobile station.